Political Communication and Persuasion

Volume 7 • 1990

An International Journal

Crane, Russak
A Member of the Taylor & Francis Group
New York • Philadelphia, PA • Washington, DC • London

Political Communication and Persuasion

EDITOR-IN-CHIEF
Yonah Alexander
Institute for Studies in International Terrorism, State University of New York and The Elliott School of International Affairs, The George Washington University

ASSOCIATE EDITORS
Norman Frankel, Chicago; **John Martin,** University of Maryland; **Robert G. Picard,** Emerson College

BOARD OF EDITORS
Leonard Binder, UCLA; **Wilton Dillon,** Smithsonian Institution; **Yehezkel Dror,** Hebrew University; **Seymour Maxwell Finger,** Ralph Bunche Institute of the United Nations (CUNY); **Milton R. Konvitz,** Cornell University; **Rett Ludwikowski,** Catholic University of America; **Myres S. McDougal,** Yale Law School; **Richard L. Merritt,** University of Illinois; **John Norton Moore,** University of Virginia; **Benjamin Nimer,** George Washington University; **James N. Rosenau,** University of Southern California; **Leonard R. Sussman,** Freedom House; **George K. Tanham,** The RAND Corporation.

INTERNATIONAL EDITORIAL ADVISORY BOARD
Elie Abel, Stanford University; **Ray S. Cline,** U.S. Global Strategy Council; **Lord Chalfont,** London; **W. Phillips Davison,** Columbia University; **Oscar Handlin,** Harvard University; **Samuel P. Huntington,** Harvard University; **Amos A. Jordan,** Center for Strategic and International Studies; **Max Lerner,** New York Post; **Seymour Martin Lipset,** Stanford University; **Leonard H. Marks,** Washington, D.C.; **Major General (Ret.) Indar Jit Rikhye,** International Peace Academy; **John P. Roche,** Tufts University; **Helmut Sonnenfeldt,** The Brookings Institution; **Dennis Warner,** Australia; **Don Wallace,** Georgetown University; **Ben J. Wattenberg,** American Enterprise Institute for Public Policy Research; **George F. Will,** Maryland; **General (Res.) Aharon Yariv,** Tel Aviv University.

Assistant to the Editor: **James Kirkhope**

Abstracted and/or Indexed in: ABC Political Science; Communication Abstracts; Current Military and Political Literature; International Political Science Abstracts; Political Science Abstracts; PAIS Bulletin; Sociological Abstracts; United States Political Science Documents; United States State Department Documents.

Editorial Office: Yonah Alexander, 1800 K Street, N.W., Suite 1102, Washington, DC 20006. Telephone (202) 466-6029.

Publishing, Advertising, and Subscription Offices: Taylor & Francis, Inc., 1900 Frost Road, Suite 101, Bristol, PA 19007; or Taylor & Francis Ltd., Rankine Road, Basingstoke, Hampshire RG24 0PR, England.

Political Communication & Persuasion (ISSN 0195-7473) is published quarterly by Taylor & Francis Ltd., 4 John Street, London, WC1N 2ET. Annual 1990 institutional subscription rate (volume 7) UK £48, US $84. Personal subscription rate UK £24, US $42; available to home address only and must be paid for by personal check or credit card.

Application to mail at second-class postage rates is pending at Jamaica, NY 11431. **U.S. Postmaster:** Send address changes to *Political Communication & Persuasion*, Publications Expediting, Inc., 200 Meacham Avenue, Elmont, NY 11003, USA. Airfreight and mailing in the USA by Publications Expediting, Inc., 200 Meacham Avenue, Elmont, NY 11003, USA.

Dollar rates apply to subscribers in all countries except the UK and the Republic of Ireland, where the sterling price applies. All subscriptions are payable in advance and all rates include postage. Subscriptions are entered on an annual basis, i.e., January to December. Payment may be made by sterling check, dollar check, international money order, National Giro, or credit card (AMEX, VISA, Mastercard/Access).

Orders originating in the following territories should be sent directly to: **Australia**—R. Hill & Son, Ltd., Suite 2, 119 Gardenvale Road, Gardenvale, Victoria, Australia 3185. **India**—Universal Subscription Agency Pvt. Ltd., 101-102 Community Centre, Malviya Nagar Extn., Post Bag No. 8, Saket, New Delhi. **Japan**—Kinokuniya Company Ltd., Journal Department, P.O. Box 55, Chitose, Tokyo 156. **New Zealand**—R. Hill & Son, Ltd., Private Bag, Newmarket, Auckland 1. **USA, Canada, and Mexico**—Taylor & Francis, Inc./Hemisphere Publishing Corporation, 1900 Frost Road, Suite 101, Bristol, PA 19007, USA. **UK and all other territories**—Taylor & Francis Ltd., Rankine Road, Basingstoke, Hampshire RG24 0PR, England.

Copyright:
The appearance of the code at the top of the first page of each article in this journal indicates the copyright owner's consent that a single copy of the article may be made for personal use. This consent is given on the condition that for multiple copies of the article the copier pay a fee of $3.00 per copy through the Copyright Clearance Center (CCC) Transactional Reporting Service, 27 Congress St., Salem, MA 01970. This consent does not extend to other kinds of copying, such as copying for general distribution, for advertising or promotional purposes, for creating new collective works, or for resale. No part of this publication may be stored on an electronic retrieval system or transmitted electronically without the prior written permission of the publisher.

All published material, including book reviews, represents only the private opinions of the author and does not carry any official endorsement by *Political Communication & Persuasion*, Crane Russak, Taylor & Francis, a member of the Group, or the institution with which the author is affiliated, unless this is clearly specified.

Copyright © 1990 Taylor & Francis
Printed by Burgess Science Press, Basingstoke, England

Political Communication and Persuasion

Volume 7, Number 1
1990

Table of Contents

Agenda-Setting Functions of a Media Event: The Case of "Amerika"
Jin K. Kim, Pirouz Shoar-Ghaffari, and J. Justin Gustainis 1

Risky Business: Covering Slow-Onset Hazards as Rapidly Developing News
Lee Wilkins and Philip Patterson 11

The Irrelevance of Negative Campaigns to Political Trust: Experimental and Survey Results
Michael D. Martinez and Tad Delegal 25

Image Formation, the Low Involvement Viewer, and Televised Political Advertising
Donald T. Cundy 41

Abstracted and/or indexed in: ABC Political Science: Communciation Abstracts; Current Military and Political Literature; International Political Science Abstracts; Political Science Abstracts; PAIS Bulletin; Sociological Abstracts; United States Political Science Documents; United States State Department Documents.

Crane Russak
A Member of the Taylor & Francis Group
New York • Philadelphia, PA • Washington, DC • London

Political Communication and Persuasion

Volume 7, Number 2
1990

Table of Contents

Propaganda and United States Foreign Policy: The Case of Panama
George Klay Kieh, Jr. 61

Quiet Diplomacy in a Television Era: The Media and U.S. Policy toward the Republic of Korea
James F. Larson 73

Negotiating from Strength: Arms Control and the Rhetoric of Denial
Cori E. Dauber 97

The Political Use of Victims: The Shaping of the *Challenger* Disaster
Jack Lule 115

Abstracted and/or indexed in: ABC Political Science: Communciation Abstracts; Current Military and Political Literature; International Political Science Abstracts; Political Science Abstracts; PAIS Bulletin; Sociological Abstracts; United States Political Science Documents; United States State Department Documents.

Crane Russak
A Member of the Taylor & Francis Group
New York • Philadelphia, PA • Washington, DC • London

Political Communication and Persuasion

Volume 7, Number 3
1990

Table of Contents

Selling Perestroika and New Thinking to Southeast Asia: Gorbachev at His Persuasive Best
Matthew J. Simeone and Vladimir Wozniuk 129

American Perceptions of Terrorism: A Q-Methodological Analysis of Types
Richard G. Nitcavic and Ralph E. Dowling 147

New Developments in Terrorist Trails in Northern Ireland
William R. Nelson 167

Muted Criticism in Egypt (Part 2)
Norman Frankel 181

Abstracted and or indexed in: ABC Political Science; Communication Abstracts; Current Military and Political Literature; International Political Science Abstracts; Political Science Abstracts; PAIS Bulletin; Sociological Abstracts; United States Political Science Documents; United States State Department Documents.

Crane Russak
A Member of the Taylor & Francis Group
New York • Philadelphia, PA • Washington, DC • London

Political Communication and Persuasion

Volume 7, Number 4
1990

Table of Contents

Setting Political Priorities: What Role for the Press?
David H. Weaver 201

Evolution of Presidential News Coverage
Roderick P. Hart, Deborah Smith-Howell, and John Llewellyn 213

Presidential Roles and Rhetoric
Paul Haskell Zernicke 231

Glasnost and the Emotional Climate in Eastern Europe
Rita R. Rogers 247

Understanding the Media/Terrorism Relationship: An Analysis of Ideology and the News in *Time* Magazine
Erin Steuter 257

Abstracted and/or indexed in: ABC Political Science; Communication Abstracts; Current Military and Political Literature; International Political Science Abstracts; Political Science Abstracts; PAIS Buleltin; Sociological Abstracts; United States Political Science Documents; United States State Department Documents.

Crane Russak
A Member of the Taylor & Francis Group
New York • Philadelphia, PA • Washington, DC • London